

**AMENDMENT TRANSMITTAL****PATENT**

Application No.: 10/679,982  
Filing Date: 10/06/2003  
First Named Inventor: Altberg, et al.  
Examiner's Name: Barnie, Rexford N.  
Art Unit: 2643  
Attorney Docket No.: 4704.P027

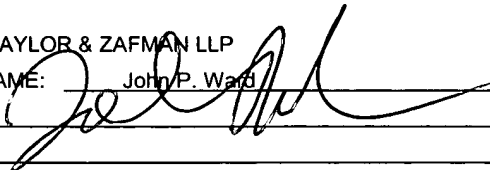
- ☐ An Amendment After Final Action (37 CFR 1.116) is attached and applicant(s) request expedited action.
- ☒ Charge any fee not covered by any check submitted to Deposit Account No. 02-2666.
- ☒ Applicant(s) hereby request and authorize the U.S. Patent and Trademark Office to (1) treat any concurrent or future reply that requires a petition for extension of time as incorporating a petition for extension of time for the appropriate length of time and (2) charge all required fees, including extension of time fees and fees under 37 CFR 1.16 and 1.17, for any concurrent or future reply to Deposit Account No. 02-2666.
- ☐ Applicant(s) claim small entity status (37 CFR 1.27).

**ATTACHMENTS**

- ☐ Preliminary Amendment
- ☒ Amendment/Response with respect to Office Action
- ☐ Amendment/Response After Final Action (37 CFR 1.116) (reminder: consider filing a Notice of Appeal)
- ☐ Notice of Appeal
- ☐ RCE (Request for Continued Examination)
- ☐ Supplemental Declaration
- ☐ Terminal Disclaimer (reminder: if executed by an attorney, the attorney must be properly of record)
- ☐ Information Disclosure Statement (IDS)
- ☐ Copies of IDS citations
- ☐ Petition for Extension of Time
- ☒ Fee Transmittal Document (that includes a fee calculation based on the type and number of claims)
- ☐ Cross-Reference to Related Application(s)
- ☐ Certified Copy of Priority Document
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_
- ☒ Check(s)
- ☒ Postcard (Return Receipt)

**SUBMITTED BY:**

BLAKELY SOKOLOFF TAYLOR &amp; ZAFMAN LLP

TYPED OR PRINTED NAME: John P. WardSIGNATURE: REG. NO.: 40,216DATE: December 13, 2004ADDRESS: 12400 Wilshire Boulevard, Seventh FloorLos Angeles, California 90025TELEPHONE NO.: (408) 720-8300**CERTIFICATE OF MAILING BY FIRST CLASS MAIL (if applicable)**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria Virginia 22313-1450 on December 13, 2004

Date of Deposit

116

Patricia Richard

Name of Person Mailing Correspondence

December 13, 2004

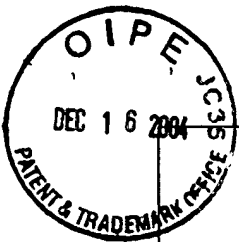
Date

Signature

Express Mail Label No. (if applicable): \_\_\_\_\_

**Send to:** COMMISSIONER FOR PATENTS, P.O. Box 1450, Alexandria, Virginia 22313-1450

(10/14/03)



## FEE TRANSMITTAL FOR FY 2005

(FY 2005 Begins 10/01/2004. Fee changes made on 11/22/04 and 12/08/04 are included.)

TOTAL AMOUNT OF PAYMENT (\$) \$1250.00

Complete if Known:

Application No. 10/679,982  
Filing Date 10/06/2003  
First Named Inventor Altberg, et al.  
Examiner Name Barnie, Rexford N.  
Art Unit 2643  
Attorney Docket No. 4704.P027

Applicant claims small entity status. See 37 CFR 1.27.

### METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit Card ☐ Money Order ☐ Other ☐ None

☐ Deposit Account

Deposit Account Number : 02-2666

Deposit Account Name: \_\_\_\_\_

☒ The Director is Authorized to do the following with respect to the above-identified Deposit Account:

☐ Charge fee(s) indicated below.

☒ Credit any overpayments.

☒ Charge any additional fees during the pendency of this application.

☒ Any concurrent or future reply that requires a petition for extension of time should be treated as incorporating an appropriate petition for extension of time and all required fees should be charged.

☐ Charge fee(s) indicated below except for the filing fee

### FEE CALCULATION

#### 1A. BASIC FILING FEE/SEARCH FEE/EXAMINATION FEE

| Large Entity |          | Small Entity |          | Fee Description                    |            | Fee Paid |
|--------------|----------|--------------|----------|------------------------------------|------------|----------|
| Code         | Fee (\$) | Code         | Fee (\$) |                                    |            |          |
| 1011         | 300      | 2011         | 150      | Utility application filing fee     | 1,000/500* | \$300.00 |
| 1111         | 500      | 2111         | 250      | Utility search fee                 |            | \$500.00 |
| 1311         | 200      | 2311         | 100      | Utility examination fee            |            | \$200.00 |
| 1012         | 200      | 2012         | 100      | Design application filing fee      | 430/215*   |          |
| 1112         | 100      | 2112         | 50       | Design search fee                  |            |          |
| 1312         | 130      | 2312         | 65       | Design examination fee             |            |          |
| 1013         | 200      | 2013         | 100      | Plant filing fee                   | 660/330*   |          |
| 1113         | 300      | 2113         | 150      | Plant search fee                   |            |          |
| 1313         | 160      | 2313         | 80       | Plant examination fee              |            |          |
| 1004         | 300      | 2004         | 150      | Reissue filing fee                 | 1,400/700* |          |
| 1114         | 500      | 2114         | 250      | Reissue search fee                 |            |          |
| 1314         | 600      | 2314         | 300      | Reissue examination fee            |            |          |
| 1005         | 200      | 2005         | 100      | Provisional application filing fee |            |          |

SUBTOTAL (1) \$ 0.00

\* List the filing, search, and examination fees separately, but pay concurrently.

**1B. APPLICATION SIZE FEE**

|              |               |                        |           |                 |                 |
|--------------|---------------|------------------------|-----------|-----------------|-----------------|
|              |               | <u>Extra Sheets</u>    |           | <u>Fee from</u> | <u>Fee paid</u> |
|              |               |                        |           | <u>below</u>    |                 |
| Total Sheets | _____ - 100 = | _____ /50 =            | _____ * X | <u>\$250.00</u> | _____           |
|              |               | *(round up to integer) |           |                 |                 |

| <u>Large Entity</u> |             | <u>Small Entity</u> |             | <u>Fee Description</u>                                                                                                                                       |
|---------------------|-------------|---------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Fee</u>          | <u>Fee</u>  | <u>Fee</u>          | <u>Fee</u>  |                                                                                                                                                              |
| <u>Code</u>         | <u>(\$)</u> | <u>Code</u>         | <u>(\$)</u> |                                                                                                                                                              |
| 1081                | 250         | 2081                | 125         | Utility application size fee for each additional group of 50 sheets beyond initial 100 sheets<br>(count spec & drawings except sequences & program listings) |
| 1082                | 250         | 2082                | 125         | Design application size fee for each additional group of 50 sheets beyond initial 100 sheets<br>(count spec & drawings except sequences & program listings)  |
| 1083                | 250         | 2083                | 125         | Plant application size fee for each additional group of 50 sheets beyond initial 100 sheets<br>(count spec & drawings except sequences & program listings)   |
| 1084                | 250         | 2084                | 125         | Reissue application fee for each additional group of 50 sheets beyond initial 100 sheets<br>(count spec & drawings except sequences & program listings)      |

SUBTOTAL (2) \$ 0.00

**2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE**

|                    |           |                     |           |                   |                   |
|--------------------|-----------|---------------------|-----------|-------------------|-------------------|
|                    |           | <u>Extra Claims</u> |           | <u>Fee from</u>   | <u>Fee Paid</u>   |
|                    |           |                     |           | <u>below</u>      |                   |
| Total Claims       | <u>33</u> | - 20** =            | <u>13</u> | X <u>\$50.00</u>  | = <u>\$650.00</u> |
| Independent Claims | <u>6</u>  | - 3** =             | <u>3</u>  | X <u>\$200.00</u> | = <u>\$600.00</u> |
| Multiple Dependent |           |                     |           |                   | = _____           |

\*\*Or number previously paid, if greater; For Reissues, see below.

| <u>Large Entity</u> |             | <u>Small Entity</u> |             | <u>Fee Description</u>                                    |
|---------------------|-------------|---------------------|-------------|-----------------------------------------------------------|
| <u>Code</u>         | <u>(\$)</u> | <u>Code</u>         | <u>(\$)</u> |                                                           |
| 1202                | 50          | 2202                | 25          | Claims in excess of 20                                    |
| 1201                | 200         | 2201                | 100         | Independent claims in excess of 3                         |
| 1203                | 360         | 2203                | 180         | Multiple dependent claim, if not paid                     |
| 1204                | 200         | 2204                | 100         | **Reissue independent claims over original patent         |
| 1205                | 50          | 2205                | 25          | **Reissue claims in excess of 20 and over original patent |

SUBTOTAL (3) \$ 1250.00

**FEE CALCULATION (continued)****3. ADDITIONAL FEES**

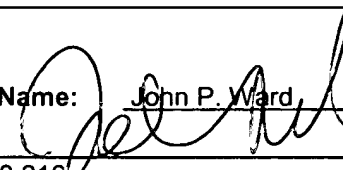
| Large Entity |          | Small Entity |          | Fee Description                                                            | Fee Paid |
|--------------|----------|--------------|----------|----------------------------------------------------------------------------|----------|
| Code         | Fee (\$) | Code         | Fee (\$) |                                                                            |          |
| 1051         | 130      | 2051         | 65       | Surcharge - late filing fee or oath                                        |          |
| 1052         | 50       | 2052         | 25       | Surcharge - late provisional filing fee or cover sheet                     |          |
| 1053         | 130      | 1053         | 130      | Non-English specification                                                  |          |
| 1812         | 2,520    | 1812         | 2,520    | For filing a request for ex parte reexamination                            |          |
| 1813         | 8,800    | 1813         | 8,800    | Request for inter parties reexamination                                    |          |
| 1804         | 920*     | 1804         | 920*     | Requesting publication of SIR prior to Examiner action                     |          |
| 1805         | 1,840*   | 1805         | 1,840*   | Requesting publication of SIR after Examiner action                        |          |
| 1251         | 120      | 2251         | 60       | Extension for reply within first month                                     |          |
| 1252         | 450      | 2252         | 225      | Extension for reply within second month                                    |          |
| 1253         | 1,020    | 2253         | 510      | Extension for reply within third month                                     |          |
| 1254         | 1,590    | 2254         | 795      | Extension for reply within fourth month                                    |          |
| 1255         | 2,160    | 2255         | 1,080    | Extension for reply within fifth month                                     |          |
| 1401         | 500      | 2401         | 250      | Notice of Appeal                                                           |          |
| 1402         | 500      | 2402         | 250      | Filing a brief in support of an appeal                                     |          |
| 1403         | 1,000    | 2403         | 500      | Request for oral hearing                                                   |          |
| 1451         | 1,510    | 1451         | 1,510    | Petition to institute a public use proceeding                              |          |
| 1452         | 500      | 2452         | 250      | Petition to revive - unavoidable                                           |          |
| 1453         | 1,500    | 2453         | 750      | Petition to revive - unintentional                                         |          |
| 1501         | 1,400    | 2501         | 700      | Utility issue fee (or reissue)                                             |          |
| 1502         | 800      | 2502         | 400      | Design issue fee                                                           |          |
| 1503         | 1100     | 2503         | 550      | Plant issue fee                                                            |          |
| 1464         | 130      | 1460         | 130      | Petitions to the Commissioner (CFR 1.17(h) Group III)                      |          |
| 1463         | 200      | 1460         | 200      | Petitions to the Commissioner (CFR 1.17(g) Group II)                       |          |
| 1462         | 400      | 1460         | 400      | Petitions to the Commissioner (CFR 1.17(f) Group I)                        |          |
| 1807         | 50       | 1807         | 50       | Processing fee under 37 CFR 1.17(q)                                        |          |
| 1806         | 180      | 1806         | 180      | Submission of Information Disclosure Stmt                                  |          |
| 8021         | 40       | 8021         | 40       | Recording each patent assignment per property (times number of properties) |          |
| 1809         | 790      | 2809         | 395      | For filing a submission after final rejection (see 37 CFR 1.129(a))        |          |
| 1814         | 130      | 2814         | 65       | Statutory Disclaimer                                                       |          |
| 1810         | 790      | 2810         | 395      | For each additional invention to be examined (see 37 CFR 1.129(b))         |          |
| 1801         | 790      | 2801         | 395      | Request for Continued Examination (RCE)                                    |          |
| 1802         | 900      | 1802         | 900      | Request for expedited examination of a design application                  |          |
| 1504         | 300      | 1504         | 300      | Publication fee for early, voluntary, or normal pub.                       |          |
| 1505         | 300      | 1505         | 300      | Publication fee for republication                                          |          |
| 1803         | 130      | 1803         | 130      | Request for voluntary publication or republication                         |          |
| 1808         | 130      | 1808         | 130      | Processing fee under 37 CFR 1.17(i) (except provisionals)                  |          |
| 1454         | 1,370    | 1454         | 1,370    | Acceptance of unintentionally delayed claim for priority                   |          |

Other fee (specify) \_\_\_\_\_

Other fee (specify) \_\_\_\_\_

**SUBTOTAL (4) \$ 0.00**

\*Reduced by Basic Filing Fee Paid

**SUBMITTED BY:**Typed or Printed Name: John P. WardSignature: Date: December 13, 2004Reg. Number: 40,216 Telephone Number: 408-720-8300

Send to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450



Attorney's Docket No.:4704.P027

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of: Altberg, et al.

Application No. 10/679,982

Filed: 10/06/2003

For: METHOD AND APPARATUS TO  
PROVIDE PAY-PER-CALL  
PERFORMANCE BASED  
ADVERTISING

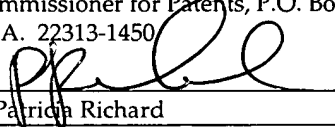
Examiner: Barnie, Rexford N.

Art Unit: 2643

FIRST CLASS CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, V.A. 22313-1450

on 12/13/04  
Date

  
Patricia Richard

Commissioner For Patents  
Alexandria, V.A. 22313-1450

RESPONSE AND AMENDMENT

Sir:

In response to the Office action, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.

12/17/2004 JDBALINAN 00000024 10679302

01 FC:1201 600.00 CP  
02 FC:1202 650.00 CP

Appl. No. 10/679,982  
Amendment Dated: December 13, 2004